



STAFF REPORT ACTION REQUIRED

Sign Variance – 1120 Weston Road

Date:	January 14, 2010
To:	Chair and Members, The Etobicoke York Community Council
From:	Mark Sraga, Director and Deputy Chief Building Official
Ward:	York South-Weston - Ward 11
Reference Number:	2010EY012

SUMMARY

This staff report is about a matter for which the Community Council has delegated authority from City Council to make a final decision.

Toronto Building received a request for approval of a variance from By-law No. 1-83 and By-law 3369-79, of the former Municipality of York to, from Isabella Cerelli of Pride Signs LTD on behalf of Fran Caplan of Barrie View Farms. The request is to permit to erect a second identification illuminated wall sign along the east elevation of the building at 1120 Weston Rd.

RECOMMENDATIONS

It is recommended that:

1. The request for a variance at 1120 Weston Rd. be approved for the reasons outlined in this report, and
2. Applicant be advised, upon approval of the variance, of the requirement to obtain the necessary sign permit.

Financial Impact

The recommendations in this report have no financial impact.

COMMENTS

The property at 1120 Weston Rd is a one storey commercial building occupied by “Miele Gallery Caplan’s” and is located on west side of Weston Road, south of Eglinton Avenue West. The property is in a “R2” district.

The applicant had proposed to erect two wall signs around the entrances to the retail store. Wall signs for commercial use lawfully operating in residential districts are permitted provided they comply with requirements for wall signs in commercial districts. By-law #3369-79 of the former Municipality of York allows only one wall signs to be erected on a street frontage wall of a building. A building for one of the wall signs was issued in September 2009.

The proposed second wall signs will be erected on the same east elevation of the building facing Weston Rd. The sign will be 2.41 metres wide and 1.2 metres high (7’-11” x 3’-11 1/8”) with a sign area of 2.89 sq. m (30.98 sq. ft).

The sign does not comply with By-law #3369-79 of the former Municipality of York in the following way:

Sign By-law Section and Requirements	Applicant's Proposal	Required Variance
15.2.1(a) Wall Signs- First Storey 15.2.1(a)(i) One wall sign may be erected for each occupancy on the first storey of a building, provided that all such signs shall be located on the street frontage wall of the building.	To erect a second wall sign	To allow a second wall sign.

PROPOSED NEW SIGN BY-LAW

On December 7, 2009 City Council approved a new harmonized Sign By-law that will come into force and effect on April 6, 2010. The following is an evaluation of this particular sign variance application against the new draft Sign By-Law requirements that would govern this particular sign. This evaluation has been done to assist Council in understanding how this proposed sign would compare to the new regulatory requirements contained in the proposed Sign By-law.

One of the main features of the proposed Sign By-law is that the regulations governing signs are based upon the “Sign District” in which the sign is located. These Sign Districts align with the underlying land uses as envisioned in the Official Plan and will classify every property into a “sign district” and utilizes a series of maps to identify the various

sign districts throughout the City. This approach is similar to the one being utilized by the new proposed City-wide Zoning By-law mapping.

In the case of this sign variance application and the property on which the proposed sign is located it would be classified as an “R- Residential Sign District”.

Sign By-law Section & Requirements	Applicant's Proposal	Required Variance
694-21 District Specific first party sign regulations. 694-21 A.(1) A wall sign in a R-Residential sign district may identify a home occupation permitted by the City's Zoning By-law. 694-21 A.(1) (a) The sign face area shall not exceed 0.3 sq. metres.	To erect a business identification wall sign not permitted having a total sign area of 2.89 sq. m.	To permit business identification wall sign in a residential sign district and that is not identifying a home occupation and exceeding maximum permitted sign area.

CONTACT

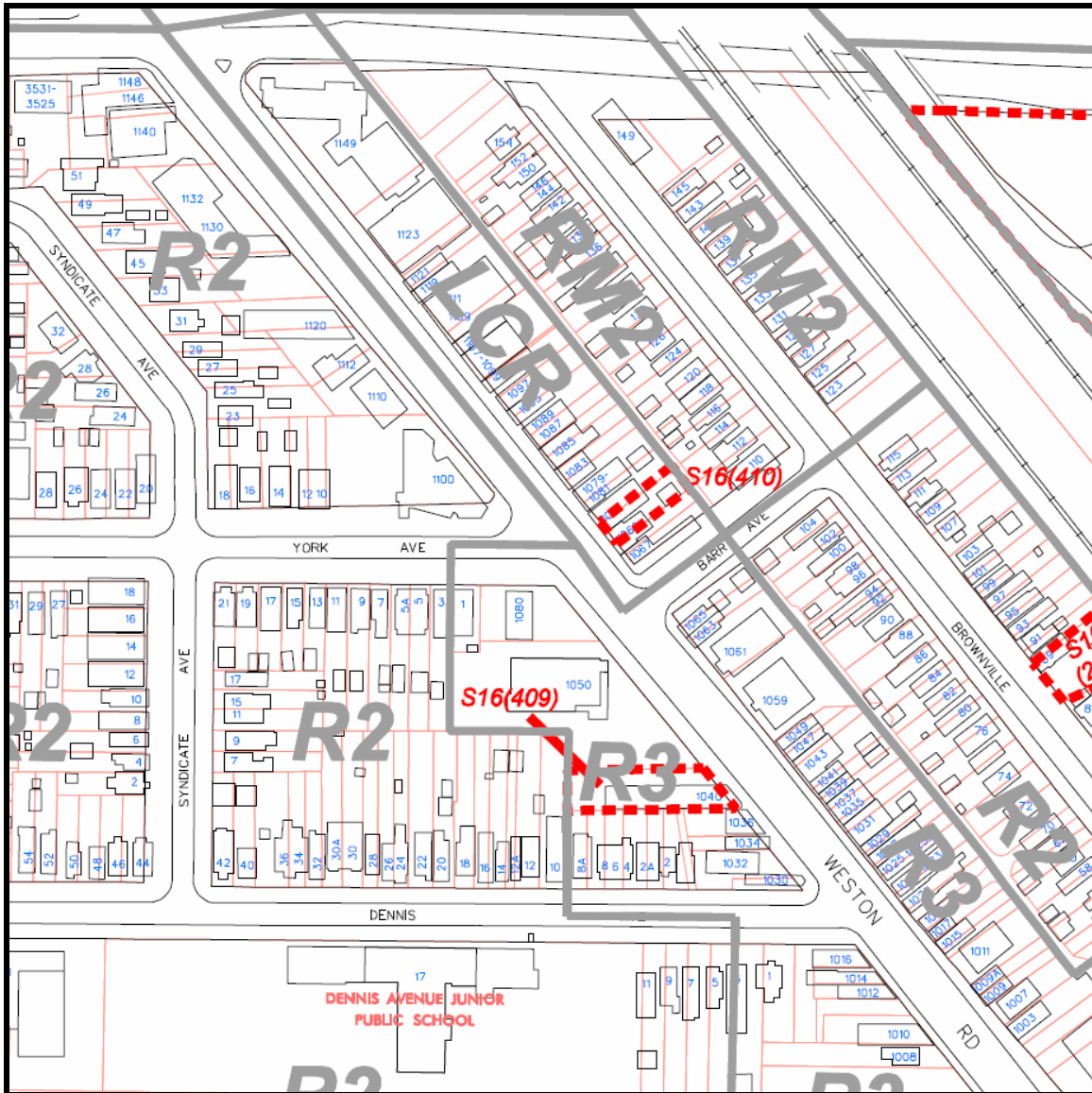
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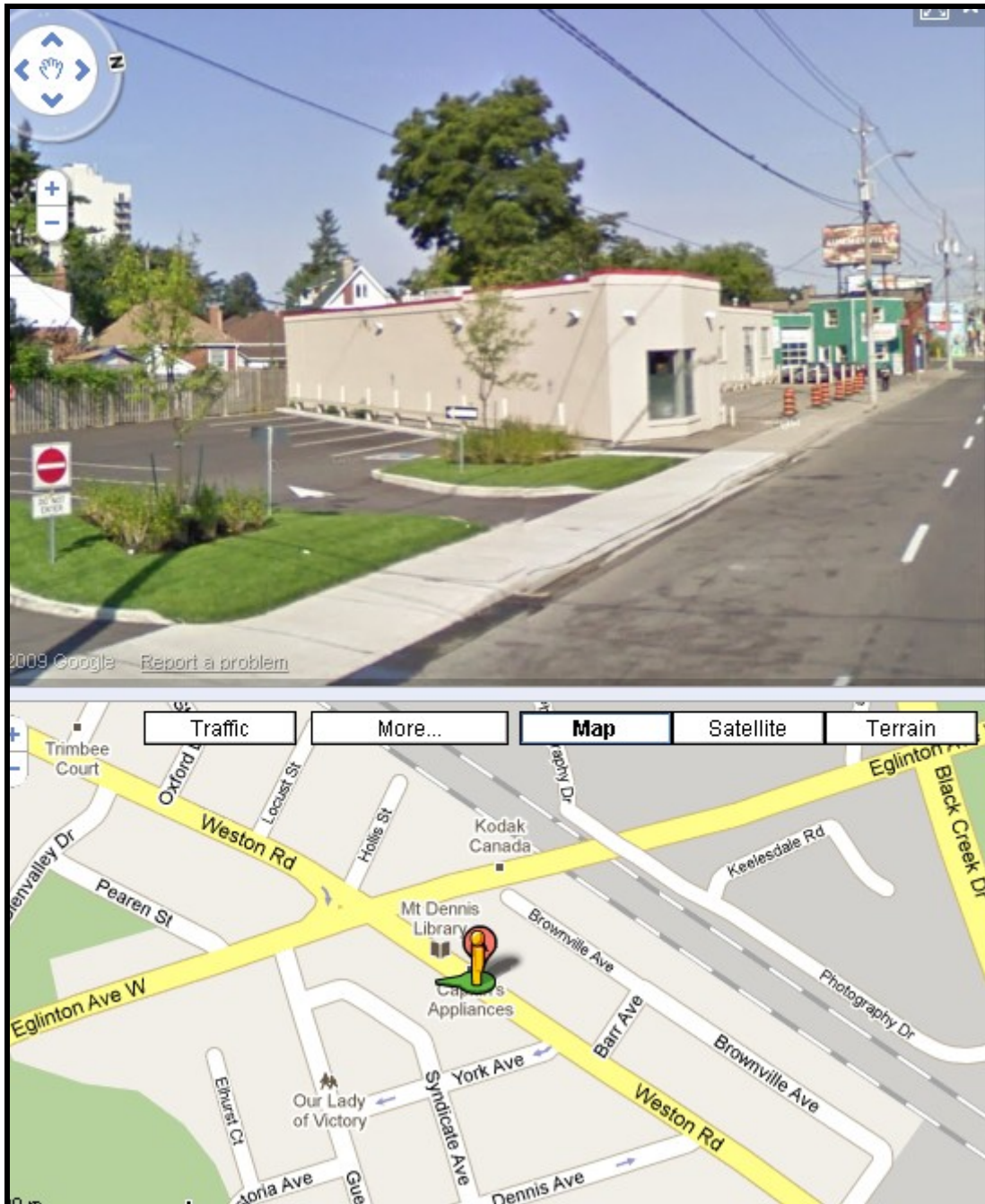
ATTACHMENTS:

Attachment 1 - Zoning Map
Attachment 2- Aerial Map
Attachment 3- Site Plan
Attachment 4 - Elevations
Attachment 5- Sign Details

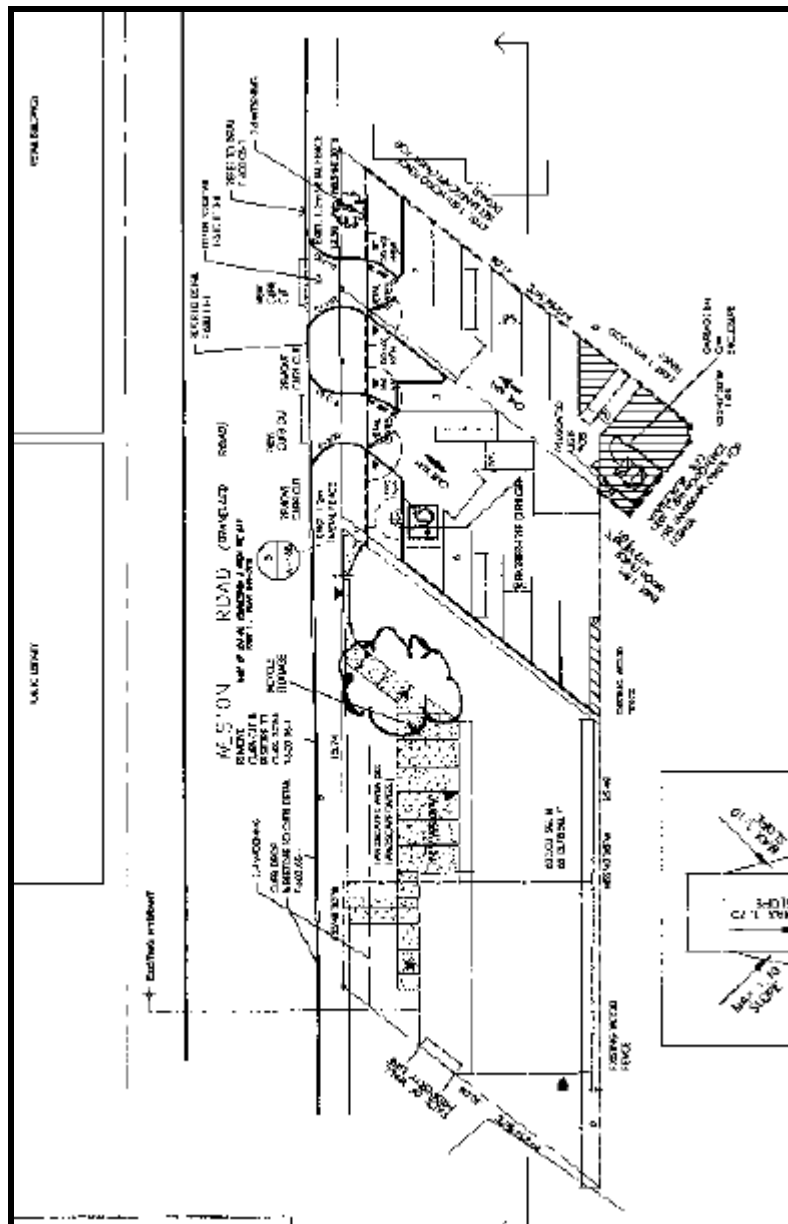
Attachment 1 - Zoning Map



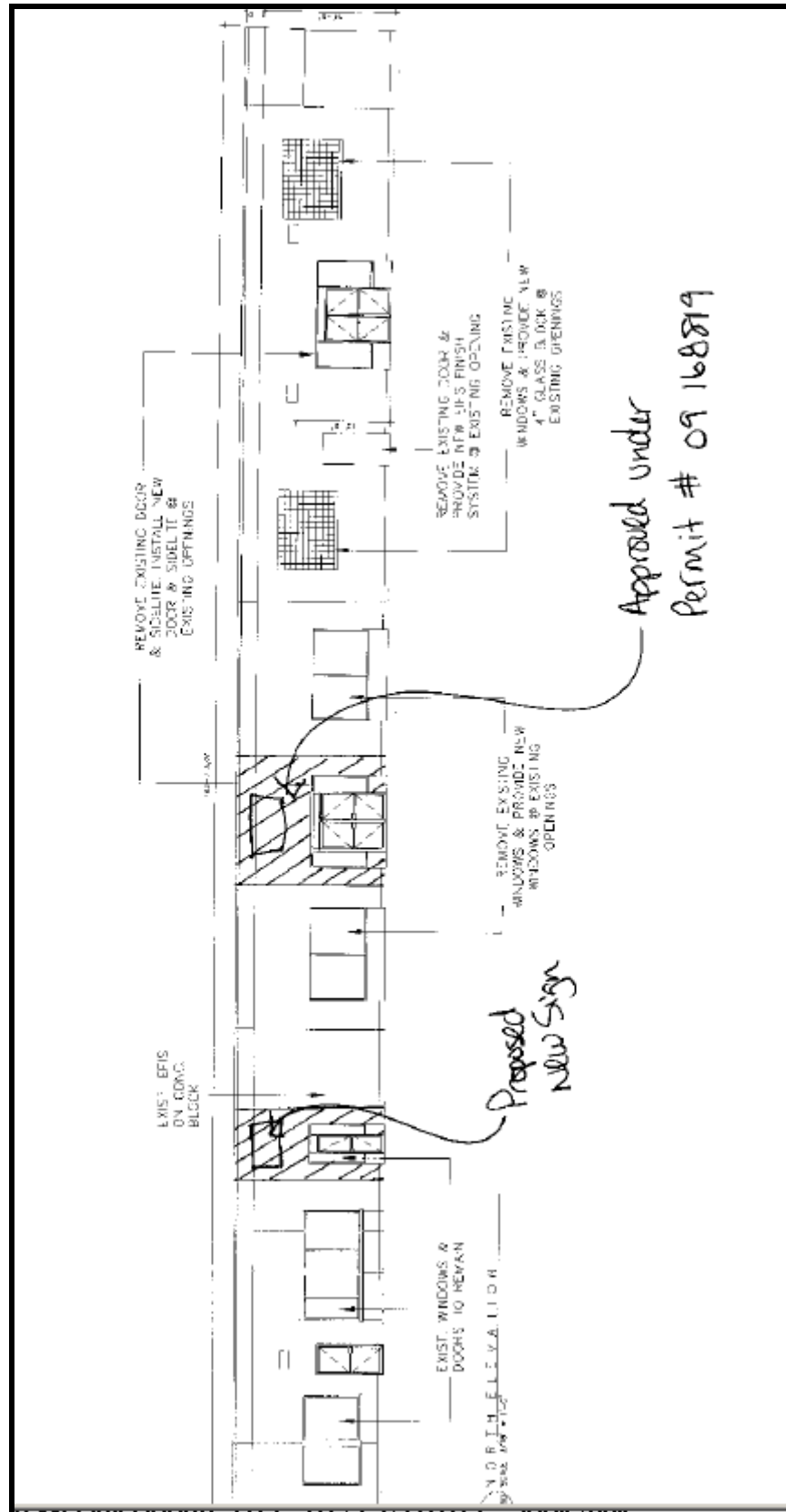
Attachment 2 - Aerial Map



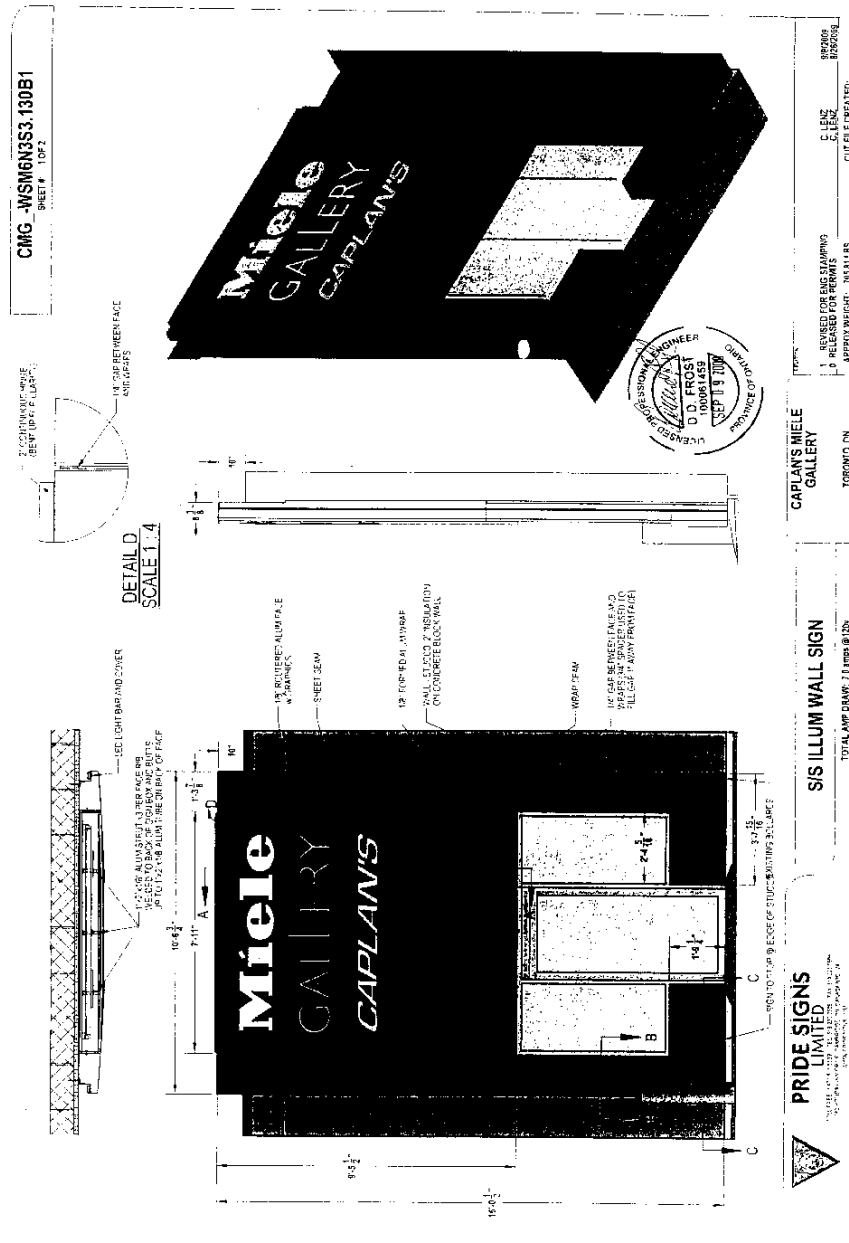
Attachment 3 - Site Plan



Attachment 4 - Elevations



Staff report for action – Sign Variance – 1120 Weston Rd.



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